

ORDER



Orders
Order / Rev: 171317
Alt Order #: 08432153
Product Desc: ALLI 4 GUN RSPNSBLTY
Estimate: 305
Flight Dates: 11/01/16 - 11/08/16
Original Date / Rev: 10/31/16 / 10/31/16
Order Type: GENERAL

KXLY
Primary AE: MATT WURM
Sales Office: H-DC
Sales Region: NATL

Agency
Name: Old Towne Media
Buying Contact:
Billing Contact:
 PO Box 31150
 Alexandria, VA 22310

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Alliance for Gun Responsibility
Demographic: A35+
Product Codes: PL Issue
Priority: P-3
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/31/16 | 11/08/16 | 29 | \$8,080.00 | \$6,868.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-------------------|-------------------|-------------|
| November 2016 | 29 | \$8,080.00 | \$6,868.00 | 0.00 |
| Totals | 29 | \$8,080.00 | \$6,868.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| MATT WURM | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|-------------|
| KXLY | 22% | \$8,080.00 |
| Market | 100% | \$36,727.27 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KAYU | 0% | \$0.00 |
| KBGC | 0% | \$0.00 |
| KCDT | 0% | \$0.00 |
| KGPX | 0% | \$0.00 |
| KHQ | 51% | \$18,730.91 |
| KREM | 27% | \$9,916.36 |
| KSKN | 0% | \$0.00 |
| KSPS | 0% | \$0.00 |
| KUID | 0% | \$0.00 |
| KWSU | 0% | \$0.00 |
| KXMN | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|------|----------|----------|------------------------|-------|----------------|---------|-----|-------|----------|-----|------|------|-------|----------|
| E 1 | KXLY | 11/04/16 | 11/04/16 | 10-11a M-F The View | CM | 10-11a | ----1-- | :30 | 1 | \$180.00 | P-1 | 0.00 | NM | 1 | \$180.00 |
| <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> <div> Week: 10/31/16 11/06/16 ----1-- 1 \$180.00 0.00 </div> | | | | | | | | | | | | | | | |
| E 2 | KXLY | 11/04/16 | 11/04/16 | | CM | 5-530p | ----1-- | :30 | 1 | \$385.00 | P-1 | 0.00 | NM | 1 | \$385.00 |

Order / Rev: 171317
 Alt Order #: 08432153
 Flight Dates: 11/01/16 - 11/08/16

Advertiser: Alliance for Gun Responsibility
 Product Desc: ALLI 4 GUN RSPNSBLTY
 Estimate: 305
KXLY

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------------------|------|-------------------|-----------------|------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|----------|
| 5-530p M-F M-F News @5p | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/31/16 | | 11/06/16 | ----1-- | | | | | | 1 | \$385.00 | | 0.00 | | | |
| E 3 | KXLY | 11/04/16 | 11/04/16 | 630-7a GMNW | CM | 630-7a | ----1-- | :30 | 1 | \$350.00 | P-1 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/31/16 | | 11/06/16 | ----1-- | | | | | | 1 | \$350.00 | | 0.00 | | | |
| E 4 | KXLY | 11/04/16 | 11/04/16 | 630-7p M-F M-F News @630p | CM | 630-7p | ----1-- | :30 | 1 | \$350.00 | P-1 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/31/16 | | 11/06/16 | ----1-- | | | | | | 1 | \$350.00 | | 0.00 | | | |
| E 5 | KXLY | 11/04/16 | 11/04/16 | 7-730p M-F ET Tonight | CM | 7-730p | ----1-- | :30 | 1 | \$155.00 | P-1 | 0.00 | NM | 1 | \$155.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/31/16 | | 11/06/16 | ----1-- | | | | | | 1 | \$155.00 | | 0.00 | | | |
| E 6 | KXLY | 11/04/16 | 11/04/16 | 7-9a GMA GMA | CM | 7-9a | ----1-- | :30 | 1 | \$350.00 | P-1 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/31/16 | | 11/06/16 | ----1-- | | | | | | 1 | \$350.00 | | 0.00 | | | |
| E 7 | KXLY | 11/04/16 | 11/04/16 | 9-10a M-F Live With Kelly | CM | 9-10a | ----1-- | :30 | 1 | \$200.00 | P-1 | 0.00 | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/31/16 | | 11/06/16 | ----1-- | | | | | | 1 | \$200.00 | | 0.00 | | | |
| E 8 | KXLY | 11/07/16 | 11/07/16 | 10-11a M-F The View | CM | 10-11a | 1----- | :30 | 1 | \$180.00 | P-1 | 0.00 | NM | 1 | \$180.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 11/07/16 | | 11/13/16 | 1----- | | | | | | 1 | \$180.00 | | 0.00 | | | |
| E 9 | KXLY | 11/07/16 | 11/07/16 | 5-530p M-F M-F News @5p | CM | 5-530p | 1----- | :30 | 1 | \$385.00 | P-1 | 0.00 | NM | 1 | \$385.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 11/07/16 | | 11/13/16 | 1----- | | | | | | 1 | \$385.00 | | 0.00 | | | |
| E 10 | KXLY | 11/07/16 | 11/07/16 | 630-7p M-F M-F News @630p | CM | 630-7p | 1----- | :30 | 1 | \$350.00 | P-1 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 11/07/16 | | 11/13/16 | 1----- | | | | | | 1 | \$350.00 | | 0.00 | | | |
| E 11 | KXLY | 11/07/16 | 11/07/16 | 7-730p M-F ET Tonight | CM | 7-730p | 1----- | :30 | 1 | \$155.00 | P-1 | 0.00 | NM | 1 | \$155.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 11/07/16 | | 11/13/16 | 1----- | | | | | | 1 | \$155.00 | | 0.00 | | | |
| E 12 | KXLY | 11/07/16 | 11/07/16 | 7-9a GMA GMA | CM | 7-9a | 1----- | :30 | 1 | \$350.00 | P-1 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 11/07/16 | | 11/13/16 | 1----- | | | | | | 1 | \$350.00 | | 0.00 | | | |
| E 13 | KXLY | 11/07/16 | 11/07/16 | 730-8p M-F Insider | CM | 730-8p | 1----- | :30 | 1 | \$155.00 | P-1 | 0.00 | NM | 1 | \$155.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 11/07/16 | | 11/13/16 | 1----- | | | | | | 1 | \$155.00 | | 0.00 | | | |
| E 14 | KXLY | 11/07/16 | 11/07/16 | 9-10a M-F Live With Kelly | CM | 9-10a | 1----- | :30 | 1 | \$200.00 | P-1 | 0.00 | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 11/07/16 | | 11/13/16 | 1----- | | | | | | 1 | \$200.00 | | 0.00 | | | |
| E 15 | KXLY | 11/05/16 | 11/05/16 | Sa GMA Sa GMA | CM | 7-8a | -----1- | :30 | 1 | \$155.00 | P-1 | 0.00 | NM | 1 | \$155.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/31/16 | | 11/06/16 | -----1- | | | | | | 1 | \$155.00 | | 0.00 | | | |
| E 16 | KXLY | 11/03/16 | 11/03/16 | 5-530p M-F M-F News @5p | CM | 5-530p | ---1--- | :30 | 1 | \$385.00 | P-1 | 0.00 | NM | 1 | \$385.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |

Order / Rev: 171317
 Alt Order #: 08432153
 Flight Dates: 11/01/16 - 11/08/16

Advertiser: Alliance for Gun Responsibility
 Product Desc: ALLI 4 GUN RSPNSBLTY
 Estimate: 305
KXLY

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|-------|------------|
| E 16 | KXLY | 11/03/16 | 11/03/16 | 5-530p M-F M-F News @5p | CM | 5-530p | ---1--- | :30 | 1 | \$385.00 | P-1 | 0.00 | NM | 1 | \$385.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/16 | 11/06/16 | ---1--- | | | | | 1 | \$385.00 | | 0.00 | | | |
| E 17 | KXLY | 11/03/16 | 11/03/16 | 630-7p M-F M-F News @630p | CM | 630-7p | ---1--- | :30 | 1 | \$350.00 | P-1 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/16 | 11/06/16 | ---1--- | | | | | 1 | \$350.00 | | 0.00 | | | |
| E 18 | KXLY | 11/03/16 | 11/03/16 | 7-730p M-F ET Tonight | CM | 7-730p | ---1--- | :30 | 1 | \$155.00 | P-1 | 0.00 | NM | 1 | \$155.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/16 | 11/06/16 | ---1--- | | | | | 1 | \$155.00 | | 0.00 | | | |
| E 19 | KXLY | 11/03/16 | 11/03/16 | 7-9a GMA GMA | CM | 7-9a | ---1--- | :30 | 1 | \$350.00 | P-1 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/16 | 11/06/16 | ---1--- | | | | | 1 | \$350.00 | | 0.00 | | | |
| E 20 | KXLY | 11/03/16 | 11/03/16 | 730-8p M-F Insider | CM | 730-8p | ---1--- | :30 | 1 | \$155.00 | P-1 | 0.00 | NM | 1 | \$155.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/16 | 11/06/16 | ---1--- | | | | | 1 | \$155.00 | | 0.00 | | | |
| E 21 | KXLY | 11/01/16 | 11/08/16 | 630-7a GMNW | CM | 630-7a | -1----- | :30 | 1 | \$350.00 | P-1 | 0.00 | NM | 2 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/16 | 11/06/16 | -1----- | | | | | 1 | \$350.00 | | 0.00 | | | |
| Week: | | 11/07/16 | 11/13/16 | -1----- | | | | | 1 | \$350.00 | | 0.00 | | | |
| E 22 | KXLY | 11/01/16 | 11/01/16 | 7-730p M-F ET Tonight | CM | 7-730p | -1----- | :30 | 1 | \$155.00 | P-1 | 0.00 | NM | 1 | \$155.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/16 | 11/06/16 | -1----- | | | | | 1 | \$155.00 | | 0.00 | | | |
| E 23 | KXLY | 11/01/16 | 11/08/16 | 7-9a GMA GMA | CM | 7-9a | -1----- | :30 | 1 | \$350.00 | P-1 | 0.00 | NM | 2 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/16 | 11/06/16 | -1----- | | | | | 1 | \$350.00 | | 0.00 | | | |
| Week: | | 11/07/16 | 11/13/16 | -1----- | | | | | 1 | \$350.00 | | 0.00 | | | |
| E 24 | KXLY | 11/02/16 | 11/02/16 | 10-11a M-F The View | CM | 10-11a | --1---- | :30 | 1 | \$180.00 | P-1 | 0.00 | NM | 1 | \$180.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/16 | 11/06/16 | --1---- | | | | | 1 | \$180.00 | | 0.00 | | | |
| E 25 | KXLY | 11/02/16 | 11/02/16 | 630-7a GMNW | CM | 630-7a | --1---- | :30 | 1 | \$350.00 | P-1 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/16 | 11/06/16 | --1---- | | | | | 1 | \$350.00 | | 0.00 | | | |
| E 26 | KXLY | 11/02/16 | 11/02/16 | 630-7p M-F M-F News @630p | CM | 630-7p | --1---- | :30 | 1 | \$350.00 | P-1 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/16 | 11/06/16 | --1---- | | | | | 1 | \$350.00 | | 0.00 | | | |
| E 27 | KXLY | 11/02/16 | 11/02/16 | 7-9a GMA GMA | CM | 7-9a | --1---- | :30 | 1 | \$350.00 | P-1 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/16 | 11/06/16 | --1---- | | | | | 1 | \$350.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 29 | \$8,080.00 |